

Sales	Retail
1221 1,3,4,6	1222 2,3
1222 1,4,6	1223 20,21,22,23,24,25,26,27
1223 All	1226 22,24,26,27,28,29
1224 1	1229 _____
1225 _____	ROM
1226 2,4,6,7	PC
1229 AP 1,2,4,6,7,8	MC PA
1240 60	
1244 _____	RSM RBM

E Mail
October 24, 1995

To: All Retail Divisions With Hess Mart/Hess CO-OP Stores

Subject: Hess Mart (0353-03-00)
Hess CO-OP (0353-02-00)

DORAL/MONARCH YEAR END BUY DOWN

Listed below are details of a DORAL/MONARCH Buy Down Program for November and December:

Dating: November 1-December 31, 1995

Program: \$.20/pack buy down on Doral and Monarch

Brands: All styles of Doral and Monarch stocked in Hess Mart and CO-OP Stores.

Payment Method: Made to Headquarters after Program end based on register key data.

Advertising: Retail Reps to place POS at store level on Savings Display.
Hess to supply "star burst" POS to stores as soon as practicable.

Hess Headquarters was unable to supply POS prior to the start of this Program due to time constraints. In the interim we have been asked to have our Retail Representatives contact stores as early as possible in November to place price communication.

If you have any questions, please call me.

Regards,

Nick

G. N. Kuruc, Jr.

cc: M. A. Young
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